



California Trails Conference Foundation

A 501(c)(3) nonprofit organization #68-0343597

P.O. Box 1047

Yachats, OR 97498

www.parks.ca.gov/trails/conference

877.776.3619

Job Description

Development Director

12.14.11

President

Richard E. Troy

Secretary/ Treasurer

John A. Kolb

Executive Director

Lauralee Svendsgaard
lsven@peak.org

The California Trails Conference Foundation is seeking a Development Director to oversee all fundraising activities on behalf of the annual California Trails & Greenways Conference. Reporting to the Executive Director, the successful candidate will have proven fundraising skills, experience with California's environmental and/or trail-related nonprofits and public agencies, leadership abilities, a high degree of initiative, and a willingness to succeed as a member of the Conference Planning Team.

This is a part-time "work at home" position. Compensation to be negotiated. Send resume to P.O. Box 1047, Yachats, OR 97498.

For more information about the California Trails & Greenways Conference, view our website at www.parks.ca.gov/trails/conference.

Foundation Description

Established in 1995, the California Trails Conference Foundation is a California-based 501(c)(3) organization that assists California State Parks in planning and operating the California Trails & Greenways Conference. In its 27th year, the annual 3-day conference provides learning and networking opportunities for professionals and volunteers involved in all aspects of urban, rural and wild land trail work.

Tasks

- Assist in developing and implementing an annual fundraising campaign to include marketing and public relations strategies.
- Lead, monitor and manage the Conference's overall fundraising activities.
- Coach and lead Foundation members, DPR staff and other Conference stakeholders in achieving fundraising and marketing goals.
- Cultivate and nurture relationships with current and potential donors.
- Identify new donors.
- Write grant proposals and other funding requests, and provide reports as required.
- Monitor Conference database, and add to or solicit as appropriate.
- Utilize social media to promote the Conference.
- With Executive Director, produce solicitation materials.

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Qualifications

- Proven success in raising funds, cultivating donor support and achieving revenue targets
- Proven management and leadership capabilities
- Knowledge of basic fund-raising management tools (list software and data base experience)
- Strong partnership building and event planning skills.
- Ability to organize and delegate for the purpose of developing compelling opportunities for donor support
- Strong organization and communication skills
- Familiarity with social media as a fundraising and marketing tool
- Demonstrated ability to write clearly and persuasively
- Donor and volunteer service attitude
- A supportive and sincere, "can-do," demeanor
- Flexible, graciously persistent and attentive to detail
- Experience working with California's environmental nonprofits and agencies
- A high degree of initiative